Rx Place
R J Reynolds Tobacco Company
Beltline Package Fixture Placement
Authorization

To: All store managers, Rx Place stores, (excludes Rx Place Drug Marts)

Subject:Authorization for R J Reynolds Tobacco Company to replace the existing wire beltline cigarette pack fixtures with a 2' x 4' beltline fixture

R J Reynolds Tobacco Company is authorized to replace the existing wire cigarette fixtures currently on location. if your store does not have the piggyback #1 and 2 register in your store(s) this fixture will be placed at the #2 checkout. The R J Reynolds fixture is 2 feet wide and 4 feet in depth, these fixtures will be a light gray color which will match our existing decor. The increased pack capacity of these fixtures will eliminate frequent loading of cigarette packs by store personnel and will accommodate full carton packing vs. the partial carton packing which currently exist on our current wire fixtures. The top display on these fixtures is for the exclusive use of R J Reynolds Tobacco Company's' brands. Attached is an approved load plan-o-gram for these fixtures.

Please cooperate with your local RJR sales Representative in the changeover of these fixtures.

Brian J. Mesnerie	Asst. Buyer.	8/4/94
Authorized signature	Title	Date

51847 6220

Source: https://www.industrydocuments.ucsf.edu/docs/qphy0000

RX PLACE DISPLAY FLOOR PLAN-O-GRAM
SELF SERVICE BELTLINE PACK DISPLAYS
SELF SERVICE CARTON FIXTURE

AUTHORIZED BY: BER
DATE: 8/4/94

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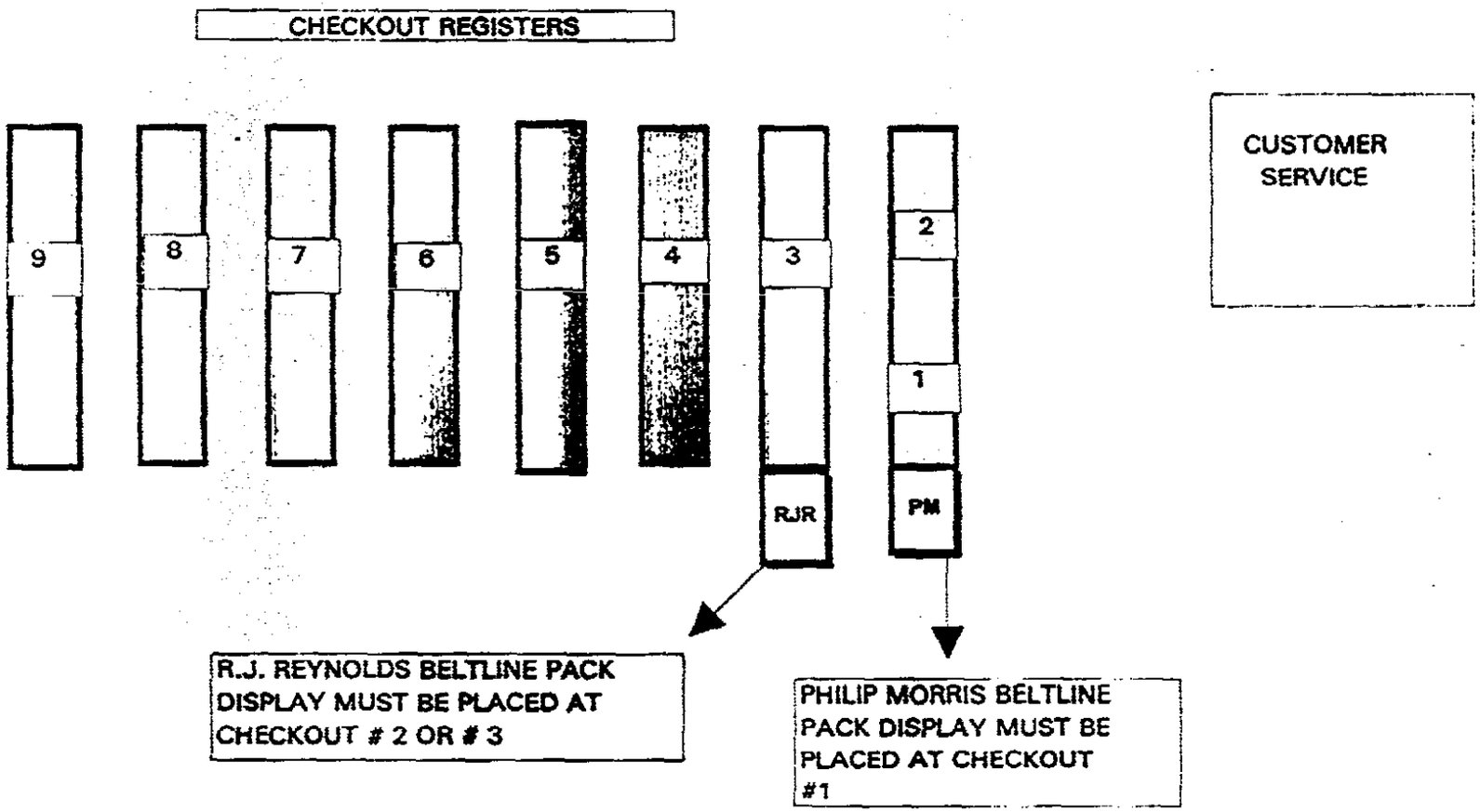

RJR BRANDS MUST OCCUPY TOP TWO SHELVES EXCLUSIVELY

RJR SELF SERVICE CARTON FIXTURE END GONDOLA

Source: https://www.industrydocuments.ucsf.edu/docs/qphy0000

RX PLACE DISPLAY FLOOR PLAN-O-GRAM
SELF SERVICE BELTLINE PACK DISPLAYS
NON-SELF SERVICE CARTON FIXTURE

AUTHORIZED BY: BFR
DATE: 8/9/99

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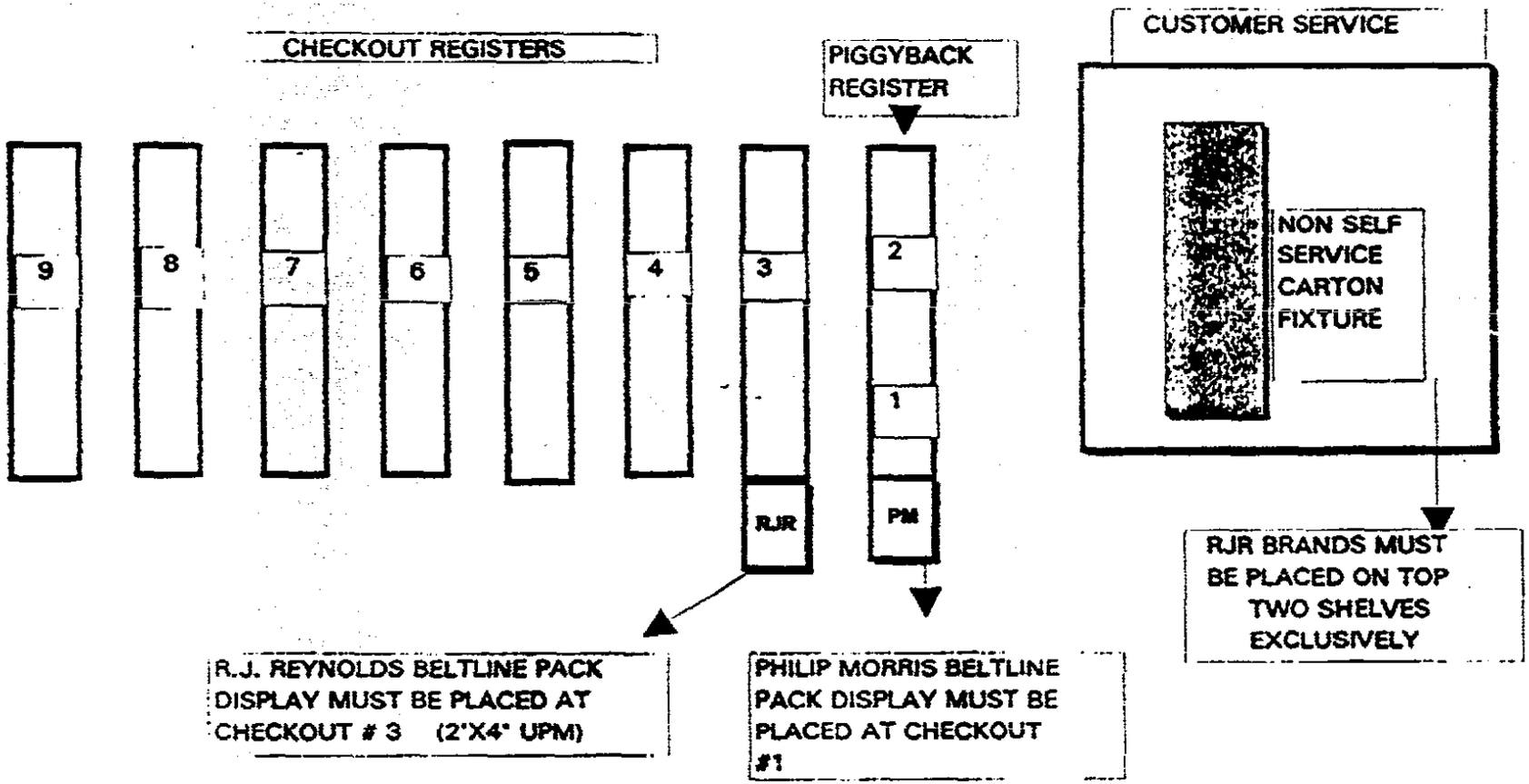

Source: https://www.industrydocuments.ucsf.edu/docs/qphy0000

FILL PROMO TOPPER W/PRIMARY
AND SECONDARY PCD BRANDS

Rx PLACE
2' X 4' Express Checklane
Display Plan-o-gram
(CAPACITY 1,840 PACKS)

LEFT SIDE					
RALEIGH K.	BELAIR K.	KENT K.	VANTAGE K.	CAMEL Spec. Lt. K.	CAMEL Reg.
RALEIGH K.	BELAIR K.	KENT K.	VANTAGE K.	CAMEL Spec. Lt. K.	CAMEL Reg.
RALEIGH K.	BELAIR 100	KENT K.	VANTAGE K.	CAMEL Spec. Lt. K.	CAMEL F. K.
RALEIGH 100	BELAIR 100	KENT 100	VANTAGE Ult. B.	CAMEL Spec. Lt. B.	CAMEL F. K.
CAPRI 100	BELAIR 100	KENT 100	VANTAGE Ult. B.	CAMEL Spec. Lt. B.	CAMEL F. B.
CAPRI M. 100	KOOL Mild 100	KENT SL Lt. 100	VANTAGE Ult. 100 B.	CAMEL Spec. Lt. 100 B.	CAMEL F. B.
CAPRI 120	KOOL Mild 100	KENT III K.	VANTAGE Ult. 100 B.	CAMEL Lt. B.	CAMEL Wide F.
CAPRI M 120	KOOL Mild B.	KENT III 100	NOW K.	CAMEL Lt. B.	CAMEL Wide Lt.
PALL MALL RED	KOOL Mild K	GOLDEN Lt. K.	NOW K.	SALEM Gold	CAMEL Lt. K.
PALL MALL GOLD	KOOL B.	GOLDEN Lt. 100	NOW 100	SALEM Gold	CAMEL Lt. K.
TAREY K.	KOOL 100	NEWPORT B.	NOW 100	SALEM 100	WINSTON Lt. K.
TAREY K.	KOOL 100	NEWPORT B.	MORE Red	SALEM 100	WINSTON Lt. K.
TAREY 100	KOOL K.	NEWPORT K.	MORE Red	SALEM Slim Lt. 100	WINSTON Lt. B.
TAREY 100	KOOL K.	NEWPORT K.	MORE Green	SALEM Slim Lt. 100	WINSTON Lt. B.

3 FEET

FRONT					
MALIBU Lt. 100	TRUE 100	TRUE K.	DORAL K.	SALEM Lt. K.	WINSTON 100
MALIBU Lt. M. 100	TRUE M 100	TRUE M. K	DORAL K.	SALEM Lt. K.	WINSTON K.
LUCKY	TRUE 100	NEWPORT K.	DORAL Lt. K.	SALEM K.	WINSTON K.
CARLTON K.	VICEROY K.	NEWPORT 100	DORAL Lt. K.	SALEM K.	WINSTON B.
CARLTON M. 100	VICEROY B.	NEWPORT 100 B.	DORAL Ult. 100	SALEM Ult. 100	WINSTON Sel K.
CARLTON 100	VICEROY 100	NEWPORT 100 B	DORAL Ult. 100	SALEM Ult. 100	WINSTON Sel. B.
EVE Lt. 120	VICEROY Lt. K. B.	NEWPORT SL Lt. 100	DORAL Lt. M. K.	SALEM Lt. 100	WINSTON Sel Lt. K.
EVE Lt. M. 120	GPC K.	NEWPORT Lt. B	DORAL Lt. M. K.	SALEM Lt. 100	WINSTON Sel. Lt. B.
L&M K.	GPC Lt. K.	NEWPORT Lt. K.	DORAL Lt. M. 100	SALEM Lt. 100	WINSTON Sel. Lt. 100

2 FEET

RIGHT SIDE					
				MONARCH K.	
				MONARCH K.	
				MONARCH K.	
				MONARCH 100	
				MONARCH 100	
				MONARCH Lt. 100	
				MONARCH Lt. 100	
				MONARCH Lt. K.	
				MONARCH Lt. K.	
				MONARCH M. 100 Lt. K.	
				MONARCH M. K.	
				MONARCH M. K.	
				MONARCH M. 100	
				MONARCH M. 100	

3 FEET

6/94 RXPLAN2.XLS

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